

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

Empowering Women and Girls through Sport ECA/PE/C/SU-12-14

Office of Citizen Exchanges, SportsUnited Office

The POGI guidelines apply specifically to the Request for Grant Proposals (RFGP) issued by the Office of Citizen Exchanges, SportsUnited Division, for the Empowering Women and Girls through Sport Program. Proposals must conform to the RFGP, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines and the program information supplied in the accompanying RFGP, the RFGP is to be the dominant reference.

I. STATEMENT OF WORK

The Bureau of Educational and Cultural Affairs (ECA) and the Public Affairs Sections (PAS) of the U.S. Embassies are supporting a series women and girls-focused sports programs as a way to reach out to underserved audiences. The programs will show participants the United States through the lens of sport, while also teaching teamwork, leadership skills, and the skills necessary to develop more programs for women and girls in their home countries.

Cooperating Agency Responsibilities for this project include:

- 1) Provide programmatic and administrative oversight of the Empowering Women and Girls Program;
- 2) Work in consultation with ECA on the implementation of the program, provide timely reporting of progress to ECA, and comply with financial and program reporting requirements;
- 3) Manage all financial aspects of the program, including stipend disbursements to the participants and management of sub-grant relationships with partner organizations;
- 4) Conduct an evaluation program that links outcomes of the project to stated program goals and objectives;
- 5) Provide participants with follow-on guidance and resources, including State Alumni, the online alumni community.

Sports Visitor Program

- a. Coordinate logistical and administrative arrangements for approximately 95 participants, such as airport pick-up and drop-off; in-country, international, and domestic travel; oversight of the

overall program and all participants; medical treatment; the disbursement of program funds.

- b. Work with ECA staff to coordinate and implement approximately 6-8 substantive 10-to 14-day women and girls' sports visitor programs (for a total of ~95 participants). Exchange activities will promote program goals.
- c. Recruit American participants to be engaged in activities with the exchange participants;
- d. Arrange appropriate and innovative community, cultural, social, and civic activities;
- e. Provide day-to-day monitoring of the program to prevent and/or manage any misunderstandings or adjustment issues that may arise;
- f. Coordinate escort and/or interpreter travel and other arrangements needed for their participation;
- g. Support action planning throughout the program that will help the participants to think out their plans for sharing what they've learned when they return home;
- h. Develop a mechanism by which program alumni can apply for small grants (\$500) for follow-up activities.

Sports Envoy Program

- a. Assist ECA in recruiting appropriate women's and girls' sports program administrators to travel overseas, as requested by ECA;
- b. Arrange international airfare for approximately 20 Sports Envoys;
- c. Support orientation activities as required, to include preparation of documentation or a brief orientation before departure overseas. The orientation will include ~1-2 nights of hotel, per diem, and local transportation for roughly 20 people.

Sports Mentorship Program

- a. Coordinate logistical and administrative arrangements for approximately 20 participants such as airport pick-up and drop-off, international and domestic travel, oversight of the overall program and all participants, medical treatment, and the disbursement of pre-departure information and of program funds;
- b. Develop a short (3-5 day) orientation to both the mentorship program and to sports in the United States, with a heavy focus on women's sports;
- c. Work with U.S. organizations and individuals to secure mentorships;
- d. Develop a ~two-day closing workshop in the Washington, D.C. area to bring all the participants

together to share what they learned and focus on their own projects when they return home;

- e. Develop a mechanism by which program alumni can apply for small grants (\$1500) for follow-up activities.

Department of State Responsibilities

Specific responsibilities will include the following:

Sports Visitor Program

- a. Coordinate all communications with participating U.S. Embassies and Consulates, including the recruitment and selection of participants. U.S. Embassies will nominate participants. The SportsUnited Office will make final selections and forward the final list of participants to the recipient.
- b. Issue the participants' DS-2019 forms for this program, and issue the participants' J-1 visas.
- c. Enroll the participants in an accident and sickness health benefits program for the duration of the programs. The program office will instruct the recipient how to access informational brochures and claim forms, and will issue health benefits identification cards for each participant.
- d. Exercise oversight through regular communication with the recipient and site visits.

Sports Envoy Program

- a. Coordinate all communications with participating U.S. Embassies and Consulates, who will be responsible for setting up the entire overseas program.
- b. Coordinate all communications with the professional leagues and federations, who will be the sources of most sports envoys. The SportsUnited Office will make final selections.

Sports Mentorship Program

- a. Coordinate all communications with participating U.S. Embassies and Consulates, including the recruitment and selection of participants. U.S. Embassies will nominate participants. The SportsUnited Office will make final selections and forward the final list of participants to the recipient.
- b. Issue the participants' DS-2019 forms for this program, and issue the participants' J-1 visas.
- c. Enroll the participants in an accident and sickness health benefits program for the duration of the programs. The program office will instruct the recipient how to access informational brochures and claim forms, and will issue health benefits identification cards for each participant.

- d. Exercise oversight through regular communication with the recipient and site visits.

II. PROGRAM SPECIFIC GUIDELINES

A. Empowering Women and Girls through Sports Visitor Programs

Each visitor program will bring 12-24 participants to the United States for 10- to 14-day exchanges. While here, the visitors will learn about the United States through the lens of sport, with a heavy focus on sports for women and girls. The ECA program office will work with the cooperating agency to develop strong programs that can include, but are not limited to, the following topics: Title IX; disability sports; sport-specific clinics; teambuilding; schools in the United States; after school programming; volunteerism; coaching & youth development; women's health, including fitness and nutrition; leadership activities; exposure to sports programs specifically for girls; recruiting participants and funding women's sport programs; and conflict resolution..

The cooperating agency will be responsible for assuring that foreign participants interact with a diverse group of Americans throughout their time in the United States. The award recipient will also need to provide day-to-day monitoring of the program in order to prevent and/or manage any misunderstandings or adjustment issues that may arise.

Because most of the programs will not require English-language skills, interpreters will be provided by the State Department, and their salary covered by the ECA program office. The award recipient will be responsible for interpreter or English Language Officer travel, per diem, and any other arrangements required for their participation.

Action plans are an integral part of the visitor program. The proposal should include structured sessions during which the participants can learn how to construct a plan for putting what they learn in the United States into action upon their return home. Ideas should be shared amongst the group and developed with a goal of creating follow-on activities that will help to advance women's and girls' sports in their local communities. The action plans should be written out by the end of each program and provided to ECA upon request.

Upon return to their home countries, a small grants program will be available to program alumni as financial support for implementing the action plans. The grants will be no more than \$500, and applications will require participants to work together, to collaborate with the relevant embassy or consulate, and to seek private sector support to maximize sustainability. Proposals should include a process for accepting applications, selecting award recipients, and disbursing funds for the small grants program.

B. Sports Envoy Programs

ECA will work with U.S. sports leagues and federations to secure professional athletes and coaches as sports envoys. The cooperating agency may be asked to assist in recruiting women's sports administrators to travel

overseas for up to a week. Cooperating agencies should also budget for approximately 20 participants' airfare.

Additionally, some envoys may require a pre-departure orientation in the Washington, D.C. area. Orientations will include ground transportation to and from the airport; no more than two nights of hotel; meetings about the country in which the activity will be taking place; and other sessions, as appropriate. It is anticipated that approximately 20 participants will need to attend a D.C. orientation for one to two days. All overseas programming will be the responsibility of the embassy/consulate.

C. Sports Mentor Programs

ECA and select embassies/consulates will recruit about 20 emerging leaders in women's sports for an approximately one-month mentorship opportunity. While on the program, participants will have an intensive introduction to sports in the United States; will shadow top-level leaders in women's sports; and will conclude with a chance to share both their mentorship experiences and their plans of action for when they return to their home countries. Participants will have at least two years of professional experience in building sports programs for women and girls, and will be nominated by selected embassies and consulates, in coordination with ECA.

Proposals should include a short (three- to five-day) orientation to both the mentorship program and to sports in the United States, with a heavy focus on women's sports. Sport-specific topics should include a thorough history of Title IX and its implications and an overview of the structure of sports in the U.S., among others. The participants will be housed together at one institution during the orientation, giving them a chance to get to know each other.

The cooperating agency will be responsible for working with U.S. organizations and individuals to secure mentorships for the foreign participants, with input from the programming office. The shadowing component will last approximately two and a half weeks of working with a major leader in women's sports. The proposal should include a plan for matching participants and mentors based on their specific interests.

Mentorships will take place all over the country, and the proposal should explain how the applicant will support the participants' housing and provide a stipend or other appropriate mechanism for meals and incidental costs.

Proposals should plan for a workshop that brings participants together after the mentorship ends. The roughly two-day workshop in the Washington, D.C. area will allow participants to share what they learned during their mentorships. A final debriefing will take place at the Department of State, during which participants will present the action plans that they developed while in their placements. Participants will depart directly from the Washington, D.C. area for their home countries.

Upon return to their home countries, a small grants program will be available to program alumni as financial support for implementing their action plans. The grants, totaling no more than \$1500, will be administered by the cooperating agency. The application process will require participants to work together, to collaborate with the embassy or consulate, and to have private sector support to maximize sustainability. Proposals should include a process for accepting applications, selecting award recipients, and disbursing funds.

D. Orientation

For programs in the United States, the cooperating agency will be responsible for providing orientation documents for the Public Affairs Sections overseas. Similarly, orientation documents will need to be prepared for the Washington, D.C. orientation for the envoys.

E. Evaluation

The proposal should include a well-thought out evaluation plan to capture changes in participate knowledge and behavior, attitude towards the United States, as well as satisfaction with the program. Proposals should include sample surveys, along with a clear statement about when evaluations will be conducted. As some follow-on activities will be conducted with ECA funds, evaluating those activities should also be included as part of the proposal.

Other Notes:

The cooperating agency is responsible for all components of the program outlined in this document. However, the Bureau requires recipient organizations to communicate regularly with the ECA program officers. All materials and correspondence related to the program will acknowledge this as a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. The Bureau will retain copyright use of and be allowed to distribute materials related to this program as it sees fit. All media will be coordinated with the program office.

PROPOSAL CONTENTS

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

NOTE: Proposals submitted through Grants.gov may only be submitted in the following formats:

- Microsoft Word
- Microsoft Excel
- Adobe Portable Document Format (PDF)
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items:

TAB A - Application for Federal Assistance Cover Sheet (SF-424)

TAB B - Executive Summary

In one double-spaced page, provide the following information about the project:

1. Name of organization/participating institutions
2. Beginning and ending dates of the program
3. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources
4. Scope and Goals
 - a. Wider audience benefiting from program (overall impact)
 - b. Anticipated results (short and long-term)

TAB C

Calendar of activities/itinerary

Narrative

In 20 double-spaced, single-sided pages, provide a detailed description of the project addressing the areas listed below.

1. Vision (statement of need, objectives, goals, benefits)
2. Participating Organizations
3. Program Activities
4. Program Evaluation
5. Follow-on
6. Project Management
7. Work Plan/Time Frame

TAB D - Budget Submission

1.) Budget Information – Non-Construction Programs (SF-424A)

2.) Detailed Budget

Suggested program costs include, but are not limited to, the following:

- Staff travel
- Educational materials
- Participant travel (international, domestic, and local ground transportation)
- Orientations
- Cultural and social activities
- Meeting costs
- Food and lodging,
- Interpreter travel and per diem (salary is covered by ECA)
- Follow-on activities
- Evaluation
- Stipends or allowances
- Honoraria
- Promotional Materials
- Other justifiable expenses directly related to supporting program activities

3.) Budget narrative, explaining each cost

While there is no rigid ratio of administrative to program costs, the Bureau urges applicants to keep administrative costs as low and reasonable as possible. Your proposal should show strong administrative cost sharing contributions, the in-country partner, and other sources. Proposals whose administrative costs are less than twenty-five (25) per cent of the total funds requested from the Bureau will be deemed more competitive under this criterion.

Maximum limits on award funding are as follows: Books and educational materials allowance-\$100 per participant; Conference room rental costs-\$250 per day per room; Consultant fees and honoraria-\$250/day; Cultural allowance-\$150 per participant; per diem-standard government rates; Evaluation costs- 5% of the award. Organizations are encouraged to cost-share any rates that exceeds these amounts. Please note that there are no fees for the J-1 visas that foreign participants will use to enter the United States.

Exchange participants will be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) with no charge to the award. Please see <http://exchanges.state.gov/aspe> for more information on coverage.

Please refer to the PSI for budget guidelines and formatting instructions.

TAB E

Letters of endorsement

Resumes

Resumes of all program staff should be included in the submission. No resume should exceed two pages.

TAB F

1.) SF-424B, "Assurances - Nonconstruction Programs".

2.) First time applicant organizations and organizations which have not received an assistance award (grant or cooperative agreement) from the Bureau during the past three (3) years, must submit as an attachment to this form the following: (a) one copy of their Charter OR Articles of Incorporation; (b) a list of the current Board of Directors; and (c) current financial statements. Note: The Bureau retains the right to ask for additional documentation of those items included on this form.

3.) **Please note:** Effective January 7, 2009, all applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.

Those who do not file IRS Form 990 must submit information above in the format of their choice.

As part of final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one-page description of grant activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

4.) Include other attachments, if applicable, i.e. the SF-LLL form, etc.

REVIEW PROCESS

Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance awards (grants or cooperative agreements) resides with the Bureau's Grants Officer. The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and availability of funds.

The submission will be reviewed with the following review criteria in mind:

- 1. Quality of the Program Idea:** Proposals should exhibit originality, substance, precision, and relevance to the Bureau's mission.
- 2. Program Planning and Ability to Achieve Objectives:** Detailed agenda and relevant work plan should demonstrate substantive undertakings and logistical capacity. The agenda and plan should adhere to the program overview and guidelines described above. Objectives should be reasonable, feasible, and flexible. Proposals should clearly demonstrate how the institution will meet the program's objectives and plan.
- 3. Support of Diversity:** Proposals should demonstrate substantive support of the Bureau's policy on diversity. Achievable and relevant features should be cited in both program administration (selection of participants, program venue and program evaluation) and program content (orientation and debriefing sessions, and follow-on activities).

4. Institutional Capacity/Track Record: Proposed personnel and institutional resources should be adequate and appropriate to achieve the program's goals. Proposals should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Bureau awards (grants or cooperative agreements) as determined by Bureau Grants Staff. The Bureau will consider the past performance of prior recipients and the demonstrated potential of new applicants.

5. Program Evaluation: Proposals should include a plan to evaluate the activity's success, both as the activities unfold and at the end of the program. Draft survey questionnaires or other techniques plus a description of a methodology to link outcomes to the original program objectives are recommended.

6. Cost-effectiveness/Cost-sharing The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All other items should be necessary and appropriate. Proposals should maximize cost-sharing through other private sector support as well as institutional direct funding contributions.

7. Follow-on Activities: Proposals should provide a plan for implementation and of the small grants program described above. That plan should include coordination with the appropriate post. All follow-on activities should be tracked and evaluated.

APPLICATION SUBMISSION

The RFGP indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program or the competition, call Beth Fine at (202) 632-6061, ECA/PE/C/SU; Fax: (202) 632-6492; email: fineeh@state.gov.